

## Executive Human Resources Specialist

**POSITION SUMMARY:** Under the general supervision of the Chief of the Outreach Services Section, the Talent Acquisition and Digital Recruiter is responsible primarily for the execution of all digital media related to recruitment and retention outreach. In addition, they are responsible for developing and delivering training relevant to job applicants related to Wisc.Jobs and applying for state employment, and to agency staff related to recruitment. The position performs review and analysis, and may participate or lead special project teams in human resource assignments. The focus is primarily on building and utilizing online and digital media for recruitment and outreach related activities, analysis of recruitment trends and return on investment (ROI), and consulting with agency human resource professionals on best practices based on data. Travel and schedule flexibility is necessary. This is a critical role that requires someone who is proactive, creative, action-oriented and responsible for developing, implementing, and managing digital and social targeting strategies for the State of Wisconsin employment brand.

<u>TIME%</u>	<u>GOALS AND WORKER ACTIVITIES</u>
<b>45%</b>	<p><b>A. ENTERPRISE RECRUITMENT AND DIGITAL MEDIA.</b> Coordinate, develop, and implement enterprise-wide recruitment and digital media outreach processes.</p> <ul style="list-style-type: none"><li>A1. Execute social media strategies designed for increasing engagement, acquiring followers and conducting promotions.</li><li>A2. Manage day-to-day presence and community strategies for all social channels.</li><li>A3. Develop and implement strategic initiatives for recruiting a diverse talent pool for agencies throughout the State of Wisconsin.</li><li>A4. Develop and implement a comprehensive digital media strategy, that is aligned with the recruitment and marketing strategy of the agency.</li><li>A5. Prepare and post job advertisements and marketing information to appropriate internal and external job boards, social media, newspapers, colleges etc.</li><li>A6. Meet with state agency Human Resources and DOA/DPM staff to analyze what type of applicants are being sought, gain information about the vacancy, and develop recruitment / retention strategies for critical hiring needs.</li><li>A7. Use creative means to create strong content, engagement, and growth of employment brand social media networks, including graphics, video, and photo tutorials on the state employment process.</li><li>A8. Act as a social and digital media center of excellence to the organization, sharing best practices and providing consultative services to state agency partners.</li><li>A9. Implement recruitment activities for positions requiring special recruitment and/or affirmative action contacts beyond agency.</li><li>A10. Manage state relationships with major ad vendors to achieve maximum value and service.</li><li>A11. Develop and implement digital and social marketing policies and guidelines.</li><li>A12. Identify and source candidates through a variety of methods including but not limited to referrals, networking, internal database searches, online searches, internet postings, job boards, job fairs, professional directories/groups and social media.</li><li>A13. Identify alternative recruitment methods, such as online recruitment methods, professional organizations, technical programs and universities to target technically skilled individuals requiring specific certifications/license.</li><li>A14. Gather position requirements, write posting content that will attract qualified candidates, and identify and work the sourcing plan.</li><li>A15. Develop and implement a targeted search strategy to identify active and source passive candidates.</li><li>A16. Execute comprehensive recruiting plans with the ability to recruit and develop candidates at all levels.</li></ul>

A17. Provide recommendations in determining recruitment budget to include recruitment tools and vendor fees and assist in the managing of the assigned budgets (advertising, recruitment & incentives etc.).

A18. Co-lead the Enterprise Recruitment Team.

**15% B. COLLECT AND ANALYZE DATA AND METRICS TO IDENTIFY IMPORTANT TRENDS THAT IMPACT STATE RECRUITMENT.**

Track and report on recruitment efforts, ROI, and utilization.

- B1. Analyze digital media performance metrics; provide recommendations to improve campaign effectiveness.
- B2. Troubleshoot reporting systems and correct errors to ensure data accuracy.
- B3. Examine and identify trends in the data.
- B4. Analyze website, applicant data, and campaign data to identify opportunities, and potential problems or bottlenecks in state hiring process.
- B5. Use Google Analytics site metrics to track site performance, traffic, and page views. Produce reports for management and various state agencies.
- B6. Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results.
- B7. Analyze developments in digital marketing and online job seeker behavior. Select advertising vendors, make ad buys and track effectiveness of ad buys in achieving desired results.
- B8. Extract, transform, and load data from external sources to perform data analysis, conduct testing, and provide support for reporting activities.
- B9. Analyze occupational areas and labor market to determine cost-effective recruitment strategies.
- B10. Problem solve to identify internal and external barriers to filling positions within quality and time metrics.

**10% C. WISC.JOBS PUBLIC RECRUITMENT ASSISTANCE AND CONSULTATION.** Ensure content and functionality is user friendly for job seekers.

- C1. Ensure consistency of overall website look and feel, branding, navigation, and usability to ensure optimal website experience for the job seeker.
- C2. Ensure that content is accurate, free of spelling or grammatical errors, and conforms to State Web Guidelines
- C3. Assist in the creative development and execution of website content projects and enhancements.
- C4. Collaborate with internal requestors and state agencies to create sustainable website content based on business needs and objectives (e.g., copywriting, banners, landing pages, graphics, text, etc.)
- C5. Create business requirements related to website development and communicate to the Wisc.Jobs business and technology teams.

**20% D. HUMAN RESOURCES TECHNICAL ASSISTANCE AND CONSULTATION.** Provide recruitment assistance and consultation to agencies, supervisors and the public.

- D1. Respond to inquiries from the agencies, supervisors, the public and other interested parties regarding recruitment related matters.
- D2. Develop correspondence and other reports in accordance with established standards of the department.
- D3. In cooperation with the DOA/DPM Training Coordinator, develop and deliver online and in person training for job seekers and state agency customers.

- D4. Serve as source/search expert for the functional area, while collaborating with the Business Partner and/or hiring manager to understand the needs and the priorities for candidate skill sets.
- D5. Build applicant sources by researching and networking with community services, colleges, employment agencies, media, and internet sites; providing organization information, opportunities, and benefits; making presentations; maintaining rapport.
- D6. Serve as a primary source of recruitment strategy, consultation and education to the organization.

**10% E. OTHER DUTIES AS ASSIGNED.**

- E1. Back up to the Employment Services Center (ESC) answering e-mail and phone calls from job applicants.
- E2. Participate in special projects as assigned by supervisor.
- E3. Build strong relationships with peers, state agencies, and managers to best meet DOA/DPM goals and objectives.

**KNOWLEDGES, SKILLS & ABILITIES**

- 1. Knowledge of human resource recruitment and selection theories, concepts and principles
- 2. Knowledge of social media and digital marketing
- 3. Knowledge of online & social media tools for recruitment and analysis (Google Analytics, Hoot Suite, Facebook, Twitter etc.
- 4. Excellent collaboration and interpersonal skills with the ability to build productive relationships with employees at all levels of the organization and with diverse groups of people
- 5. Effective interpersonal communication skills to work with diverse groups of people
- 6. Effective writing, speaking and interpersonal and presentation skills
- 7. Knowledge of basic report writing principles
- 8. Ability to develop networks (internal, external & online)
- 9. Ability to work in a team environment
- 10. Effective problem solving and analytical skills
- 11. Knowledge of metrics, analysis techniques, concepts and principles
- 12. Ability to quickly identify and learn new skills and technologies
- 13. Planning, organizing and work priority setting skills
- 14. Skill in a variety of computer software packages such as MS Office Suite (Word, Excel, PowerPoint), MS Internet Explorer, Adobe Acrobat PRO, Adobe Creative Cloud (Photoshop, Illustrator, & Fireworks)
- 15. Knowledge of business intelligence tools and reports
- 16. Knowledge of web design best practices and web user behavior
- 17. Knowledge of, and ability to utilize, applicant tracking systems.
- 18. Advanced knowledge of job boards, internet research techniques, sourcing tools, and data mining and social networking
- 19. Ability to make cold calls, to present opportunities, and to profile skills sets and motivations of prospective candidates.

**SPECIAL REQUIREMENTS**

A state vehicle is available by reservation for travel, which occasionally includes overnight stays. Not all events fall within the typical work day of 7:45 am – 4:30 pm; must be able to adjust work schedule accordingly.